 **** Swetha Reddy

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**SUMMARY**

* **7 years** of experience in **analysis**, **design**, **development**, **testing**, **delivery** and **production support** of application software. Over **6+ years** of experience in **Salesforce.com CRM Platform and Apex technologies, Sales Cloud, Service Cloud, Marketing cloud.**
* Expertise in Development, **Administration, Configuration, Requirements gathering, Implementation, Integration and Support of Salesforce CRM and Salesforce applications**.
* Expertise in **aura framework**, **Lightning Components** and Salesforce Lightning Design System (SLDS).
* Upgraded some Apps from Salesforce Classic to **Lightning Experience** to develop rich user interface and better interaction of pages.
* Hands-on experience in several mid-size, global implementations using **Steel brick CPQ**.
* Worked on **Visualforce pages** and having experience with **CSS and Java Script.**
* Expertise in building **Visual Force Pages, Visual force Custom Controllers, Components, Custom Objects, Reports, Dashboards, Tabs and Customer communities, Analytic Snapshots.**
* Experience in querying salesforce.com database using **SOQL&SOSL** queries using Force.com Explorer.
* Experience in the **Analysis, Design, Development, Testing and Implementation** phases of Business Intelligence solutions using **ETL tool Informatica Power Center** (Repository Manager, Designer, Workflow Manager, and Workflow Monitor).
* Experience in creating **Transformations** (Joiner, Sorter, Aggregator, Expression, Lookup, Router, Filter, Update Strategy, Sequence Generator, Normalizer and Rank) and Mappings using **Informatica Designer and processing tasks** using **Workflow Manager** to move data from multiple sources into targets.
* Experience in working with **Eclipse IDE** with Force.com Plug-in environment for writing Business logic in Apex Programming Language.
* Experience in installing Salesforce **AppExchange Apps**, configured and maintained user security permissions in compliance with organizational needs.
* Experience in data migration from **ACT, Excel, MS outlook and Legacy Systems using Data Loader, Import Wizard**.
* Designed and developed **SOAP** and **REST** based web services to integrate Salesforce with different external system.
* Hands on experience with **Bulk API, Rest API, Soap API, XML.**
* Strong knowledge & experience working in teams implementing **Agile Methodologies**
* Expertise in developing applications using **Java, Servlets, JSP, J2EE, JDBC, XML, Eclipse, Apache server with Tomcat, HTML, Java Scripts.**

**CERTIFICATION**

* Salesforce Certified Platform Developer 1
* Salesforce Certified Administrator

**TECHNICAL SKILLS**

**Salesforce CRM** Apex Language (Classes, Trigger, Batch, Schedule), SOQL & SOSL Language, Visualforce Pages, Components, Sales, Service, Ant based Force.com Migration Tool, Workflow rules, Approval Process, Profiles, Permission Sets, Role Hierarchy, Validation Rules, Custom objects, Relationships, Page Layouts, Search Layouts, Record Types, Reports, Dashboards.

**Force.com Tools** Developer Console, Force.com IDE, Force.com Explorer, Workbench, Data Loader, Lightning, Integration.

**EDUCATION**

Bachelor of Engineering from Jawaharlal Nehru Technological University, Hyderabad, India.  
Master’s in CIS from New England College.

**Nationwide, IA Mar 2020 to Till date**

**Role: Sr. Salesforce Developer**

**Responsibilities:**

* Strong Salesforce development experience with **Eclipse IDE, Apex, Visualforce, API, SOAP, Triggers, Lightning components, Process Builder, MySQL, and flow.**
* Participate in Agile scrum ceremonies (planning, daily scrum, retrospectives, etc.) to **analyze** **business** and **technology requirements** and **outline** **proposed** **solutions**.
* **Develop technical artifacts** that will support both the development and quality assurance team.
* Build solutions using Configuration, administration, and development on the Salesforce platform. Ensuring a configuration first approach that is measurable and maintainable.
* Worked on **Heroku connect** to build apps. Used **Heroku** processes for deploying.
* Work in the Salesforce.com development environment which includes custom objects, workflows, triggers, migration tools, SOQL and REST-based web services using **Apex programming, Lightning web components (LWC), and related technology components.**
* Support daily data import processes and direct real-time integrations.
* Strong experience in Web based pages and site design using **HTML, CSS, XML, XSLT, JavaScript, Bootstrap JS, Node JS, Angular JS, and Ajax.**
* Query, queryAll, Insert, update, upsert & delete a large number of records asynchronously using REST Bulk API
* Experienced in working **MVC Architecture** and in using **Version Control (GIT).**
* Experience build and release management, build and migration tools like **Eclipse, Ant, Jenkins , GitHub, Flosum** and other relevant tools for continuous Integration.
* Assist SF Administrator in **user support, data processes, security, workflow, system audits,** etc.
* Developing **Lightning web components** with validation.
* Ability to build apps on **Heroku** and experience using Heroku connect.
* Providing system administration and customization support of internal and customer-facing Salesforce environment, especially related to customized applications including **Apex, LWC, Visualforce and lightning components, user permissions, security settings, process builders, visual flow, custom objects and validation rules.**
* Experience in building **Lightning applications** and **using Lightning Design System, Lightning Implementation(s) Salesforce communities, chatter, and shield experience.**
* Experience with Web Services, REST, outbound messaging, and experience with integration/middleware tools (e.g. Mulesoft).
* Experience using version control systems such as: **Azure DevOps, Github, Bitbucket, TortoiseSVN, MercurialExperience** with defect triage, analysis, and resolution.
* Experience with **Microsoft Visual Studio code** to develop Lightning Web Components.
* Experienced with various Web standards such as **JavaScript, HTTP protocols, CSS, AJAX, Flash and XML and JSON**.

**Environment:** Eclipse, Java, Eclipse IDE, Salesforce.com Platform, Apex, LWC, Visualforce, Classic, LWC, Microsoft Visual Studio code, Custom Reports, Lightning Design Systems, Email Services, Node JS, Data Migration, Heroku Connect, Integrations, Process builder, Deployments, Data Loader, HTML, Postman, Slingshot,

**Anthem, VA May 2019 to Feb 2020**

**Role: Salesforce Developer**

**Responsibilities:**

* Hands on Experience in working on **force.com** developer toolkit including **Visualforce pages, Apex classes, Apex controllers and Apex triggers** to develop custom business logic.
* Worked on the **Visualforce page enhancements** as part of UI overhaul of the company’s website.
* Worked on UI tasks of the company’s website by developing Lightning Components.
* Responsible for classic to lightning migration of the existing Visualforce pages/classic content.
* Proficiency in **designing, administering, and configuring** Salesforce features including **Profiles, Roles, Users, Page Layouts, Workflows, Reports, Dashboards.**
* Ability to quickly understand business/functional requirements and apply Salesforce business logic to solve problems.
* Good experience in designing Front-end using Dynamic **Visual force pages, Components, HTML 5, CSS 3, JavaScript, jQuery, Bootstrap, Media Queries, AJAX.**
* Experienced in building applications on **Force.com, Lightning App Builder, Heroku platform, and Fuel platform**
* Used **AngularJS** and **Node JS** to structure JavaScript code in an MVC.
* Developed reusable UI components, sql **complex, interactive web and mobile UI** using **React**.
* Used **Agile and Scrum Methodology** for developing Application.
* Involved in **defect analysis and creating test metrics** for three releases of the project
* Involved in **Salesforce.com Application** Setup activities and customized the applications to match the functional needs of the organization.
* Hands on experience on **Lightning Components, Application and Events** creation using **Aura Framework, Aura enabled controller and implemented controller logics.**
* Performed the role of support engineer for the internal users and helped them in getting used to the application, generated reports and saved them for further access to the users.
* Worked on Salesforce1 Platform to build Mobile App by enabling Lightning Components to make Lightning Application mobile.
* Used Metadata API to retrieve, deploy, create, update, or delete customization information(such as custom object definitions and page layouts)
* Deployment/Continuous Integration experience through **Tortoise GIT/GITHUB, ANT**
* Well versed with **Test Documentation (Test Scenarios, Test Cases, Test Data, and Defect Report & Test Metrics).**
* Involved in Development of **Test plans, Test Execution, S/W Verification and Defect Management**.
* Experience with managing the **complex Data Experience** **in Integrating App Exchange Applications** with Salesforce, Mass E-Mail Management, Application management using Force.com Plug-in & Eclipse IDE in Sandbox and Production Environments, working with different aspects of Web Services (XML, WSDL, SOAP, REST, SSI) & web integration with SDFC.
* Expert in developing **Custom Applications, Custom objects, Custom fields, Custom Tabs, Custom components and Role based page layouts**.
* Created **Public Groups, Queues, Permission Sets, Profiles, Users &Security Settings based on role hierarchy**. Involved in Data Migration from three Legacy Systems to Salesforce.
* **Implemented Salesforce Service Cloud & Opportunity Management (Case Management,** Entitlement Management, Product & Price Book, High Volume Customer Portal, Partner Portal, Visual Force Sites) for business support and technical support for its channel customers.
* Worked **with SOQL, SOSL queries with Governor Limitations to store and download** the data from Salesforce.com platform database.
* Worked on writing Apex Triggers Apex Classes, Batch Apex and Scheduled Apex.
* Experienced **in designing UI using Visual Force Pages. Wrote Test Scripts** for various scenarios.
* **Migrating Metadata from one sandbox to another sandbox using Force**.com IDE tool.

**Environment:** Crm, Eclipse, Java, jquery, Sql server, Sql, Apex, Html, Ant, Deployment, Force.com, Mongodb, Etl, Css, Vlan, Vpn, Wireshark, Jira, Junit, IntelliJ Idea, Eclipse IDE, Salesforce.com Platform, Apex, Lightning, Visualforce, Classic, Jitterbit Harmony, Toad Data Point, Community Portal, Node JS, Custom Reports, Lightning Design Systems, Email Services, Data Migration, Integrations, Process builder, Deployments, GearSet

**Verizon Wireless, Somerset, NJ June 2018 to April 2019**

**Role: Salesforce Developer**

**Responsibilities:**

* Responsible **for requirements gathering from business users and prepare technical requirement** specification document Implemented **Agile Methodologies in developing SDLC**.
* Implementation of **Apex Triggers**, **Apex Class** for automation of the business process on **Account**, **Contact**, **Opportunity** and **Custom Objects**.
* Worked on **Salesforce Lightning Components for building customized components replacing** the existing ones.
* Also embed **Lightning Components in Visual force page by using new Lightning Out feature by event**-driven programming.
* Worked on **Migrating Informatica Power Center to Informatica Cloud**.
* Created modern Enterprise **Lightning** Apps combining **Lightning Design System, Lightning App Builder** and **Lightning Component features**.
* Created modern Enterprise Lightning Apps combining Lightning Design System, Lightning App Builder and Lightning Component features.
* Experience in **modifying Visualforce pages to be supported in Lightning Experience and good understanding** of lightning mode and its features.
* Responsible for setting up web service integrations.
* Triggered **interface events by user interactions, which includes Lightning Component framework and also involved in building Lightning Components using the aura framework**.
* Implementation of **Batch Classes**, **Scheduled Classes** as part of the Business Requirement.
* Developed Complex transformations, **SFDC Cloud, Mapplets using Informatica to Extract, Transform and Load data** Enterprise Data warehouse (EDW).
* Used Informatica Power Center with **SFDC Cloud 10/1.9.6.1** for **extraction, transformation and load (ETL)** of data in the data warehouse
* Extracted data from **Salesforce** through **Informatica Cloud** than to **Oracle Database** to **Flatfiles** and files to be posted in **AWS S3 Bucket** according to format the client requires and can access files directly from S3 Bucket.
* Created Impressive designs with Custom styling to bring dynamic versions of the components when setting up in lightning App builder.
* Enhanced in Communities by adding new fields, field sets using Salesforce lightning.
* Experience in SFDC development using **Apex classes and Triggers, Batch apex, Email services, Visual Force Pages, Web Services, SFDC Integration.**
* Developed various **Apex Classes, Triggers, Controller classes and methods for functional** needs in the application compatible with lightning.
* Used the sandbox **for testing and migrated the code to the deployment instance** after testing.
* Created Salesforce 1 mobile apps using Angular JS, Bootstrap, Apex and Visual force.
* Use App Cloud mobile to **instantly deploy apps to users with Salesforce1. Build user friendly and native** android IOS and windows app with the mobile SDK, design and run massively.
* Wrote an **Apex Trigger** on **Contact** for cross-object field update for reporting purposes.
* Enhanced **Apex Class** and **Visual Force Page** to create a custom **Related List**, showing activities for selected contacts or clients.
* Tuned performance of Informatica session for large data files by increasing **block size, data cache size, sequence buffer length, and target based commit interval.**
* Performance tuned ETL code - **mappings, sessions, databases**, etc.
* Integrated **Salesforce.com** with external systems like **Oracle** and **SAP** using **SOAP API** and **REST API.**
* **Visual Force** Pages using **StandardControllers**, **CustomControllers**, **ExtensionControllers** & **Web Services API**.
* Creating new **User Interface** using **JavaScript**, **HTML** and **CSS** in Visual Force Pages.
* Created Objects, **Page Layouts, Record Types, Relationships, Validation Rules, Workflows and Approval Process**.
* Using **Data Loader and Import Wizard for Data Export, Updates and Backup** for the organization.
* Working with **Administration activities like Users, Profiles, Permission Set Role, OWD settings and Sharing Rules. Designed and Developed Service Cloud** and Integration.
* Extensively used **Informatica debugger** to figure out the problems in mapping.
* Created **workflows for automated Lead Routing, Lead Escalation, and Alerts &Custom** Coaching Plans.
* Implemented Single Sign-On with SAML on force.com
* According to **the business user’s requirement, creating Reports and Dashboards.**

**Environment:** SalesForce.com CRM Application Platform, Sales cloud, Service Cloud, Apex Language, Visual Force, HTML, Informatica Intelligent Cloud Services (IICS), JavaScript, Custom Objects, Tabs, Workflows, Approval Processes, Email, Messaging, Dashboards, Reports, Eclipse, Sandbox, Cron Tab Informatica Scheduler, Production environment, SSO, Sfd2sfdc.

**Mercedes Benz USA, Sandy Springs, Georgia Nov 2016 to May 2018**

**Role: Salesforce Developer**

**Responsibilities:**

* Implemented Salesforce **ServiceCloud** & **OpportunityManagement** (Case Management, Entitlement Management, Product & Price Book, High Volume Customer Portal, Partner Portal, Visual Force Sites) for business support and technical support for its channel customers.
* Implemented Quote-to-Cash solution using **CPQ**. Depth understanding of the **CPQ** data model and functionality.
* Experience on **CPQ** using Product Catalog Quoting and Contracting.
* Extensively worked **on force.com platform in salesforce.com environment** with Apex and Visual Force pages.
* Created custom reports and enhanced Work.com environment as per user needs using **Apex** and **Visual force pages**.
* Developed **dynamic visual force pages** using **Java script** and **Ajax toolkit**.
* Worked with **SOQL**, **SOSL** queries with **Governor Limitations** to store and download the data from Salesforce.com platform database.
* Worked on writing **Apex Triggers** & **Apex Classes**, **Batch Apex** and **Scheduled Apex**.
* Experienced in designing **UI** using **Visual Force** Pages. Wrote **Test Scripts** for various scenarios.
* Migrating **Metadata** from one sandbox to another sandbox using **Force.com IDE tool.**
* Used **Web Services** like **SOAP API** and **Rest API** to integrate with external systems**.**
* Implemented **Email-to-Case**, **Web-to-Case** for automation of the case creation.
* Performed **Unit**, **Integration**, **Regression** and **User Acceptance** Testing.
* Managed user accounts and security - including **new user account creation, profile and role Management, sharing rules, and security controls.**
* Analyzed complex business requirements and designed solutions using **Apex classes, triggers, and Visual Force pages.**
* Configured Salesforce.com to meet business requirements - including fields, **page layouts, workflows, approvals and validation rules.**
* Developed and configured various Custom Reports and Report Folders for different **user profiles**
* based on the needs in the organization
* Use **Data Loader** to insert, update, and bulk import or export of data from Salesforce.com
* Objects and to read, extract and load data from comma separated values (CSV) files.
* Proactively discover the underlying business goal and needs.
* Provide solutions to problems clients face
* Implemented **Salesforce.com customizations** and drove **user acceptance testing (UAT)**.
* Partner with business stakeholders driving the requirements to be sure they have a complete understanding of the improvements and changes
* Resolved Salesforce.com usage problems.
* Conducted **Training sessions for End users** and testing team.
* Review AppExchange applications for functionality and security risks.
* Integrating on premise Mainframe Case, CPQ and reporting systems with Salesforce REST APIs.
* Implemented Email to lead, Web to lead functionalities and Data Loader to bulk load leads data into salesforce.com from other databases and CSV files.
* Used Force.com IDE for development of Visual Force Pages, Apex classes, Triggers and debugging and analyzing logs.

**Environment:** Salesforce.com platform, Service Cloud, Sales Cloud, Apex Language, Visual force (Pages, Component & Controllers), Pages, Data Loader, HTML, Java Script, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Email Services, Security Controls, Sandbox data loading, Eclipse IDE Plug-in, Windows XP

**Integrated Business Systems, India Oct 2013 to Aug 2015**

**Role: Salesforce Developer**

**Responsibilities:**

* Performed the roles of Salesforce.com Admin and Developer in the organization.
* Worked on various **salesforce.com Standard objects, Custom Objects, Triggers, Classes, Pages**, Reports and Dashboards.
* Designed, developed and deployed the Custom objects, Page layouts, Custom tabs, Components, **Visual Force Pages** to suit to the needs of the application.
* Designed, developed and deployed Apex Classes Extension Classes to support Visual Force pages’ development, Test Classes for **Unit testing and Apex Triggers** for various functional needs in the application.
* Created workflow rules and defined related tasks, **time triggered tasks**, **Email alerts**, filed updates to implement business logic.
* Involved in design, coding, and maintenance phase.
* Used **SOQL & SOSL** for data manipulation needs of the application using platform database objects.
* Involved in **various activities of the project, like information** gathering, analyzing the information, documenting the functional and nonfunctional requirements.
* Designed, developed and deployed **Apex Classes**, **Controller Classes** and **Apex Triggers**, packages for various functional needs in the application.
* Designed and deployed **Custom tabs**, **validation rules**, **Approval Processes** and Auto-Response Rules for automating business logic.
* Designed, and developed the Custom objects, validation rules, **Page layouts**, Components, Visual force Pages to suit to the needs of the application.
* Developed and Customized User interface in Salesforce.com using Visual force, **Apex controllers** and Force.com IDE.
* Integrated external financial systems for synching data in Salesforce.
* Worked on **various Salesforce.com standard objects like Campaigns**, Leads, Accounts, Contacts, Opportunity, Forecast, Cases, Reports and Dashboards.
* Implemented pick lists**, dependent pick lists, lookups, master detail relationships**, validation and formula fields to the custom objects.
* Imported data from excel sheets in to Leads, Accounts, Contacts and Opportunities using Data Loader and Import Wizard.
* Developed **Visual Force Pages to include extra functionality and** wrote Apex Classes to provide functionality to the visual pages.
* Created **Visual force mail templates and also automated Email Process** to send installation instructions to new and existing customers.
* Developed and **configured various Reports and Report Folders for** different user profiles based on the organization initiatives.
* Worked with admin team to create users, roles, public groups and implemented role hierarchies, sharing rules and record level **permissions to provide shared access among different users.**
* Worked with admin team to create profiles and implemented Object and field level security to hide critical information on the profile users.
* Developed **Custom Objects, Custom Reports and configured the Analytic Snapshots** to dump the data on regular basis for the sales performance and lead generation statistics.
* Used the sandbox **for testing and migrated the code to the** deployment instance after testing.

**Environment:** Agile, Salesforce.com platform, Apex Language, S-Objects, SOQL, SOSL, Visual Force Pages, Data Loader, Custom Settings, CSS, Web Services API, Sales Cloud, Service Cloud, Workflow & Approvals, Custom Objects, Sandbox data loading, Eclipse IDE Plug-in, Java Script, CSS, Test Classes, Test Scripts, DML Queries.